

ARUBA VISITOR'S GUIDE

GUIA PARA EL TURISTA EN ARUBA

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Distinguished Coral Strand Hotel's swimming pool on the Palm Terrace, with our Moonlight Grill in the background. 28 air conditioned rooms.

Home of the famous "Talk of the Town" Restaurant - Aruba's Finest Restaurant. Member of the Chaine de les Rotisseurs.

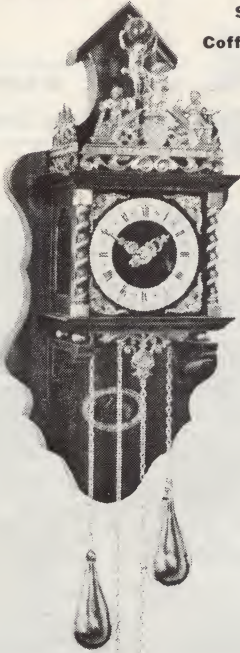
(With Aruba Road Map in color)

FREE COPY - GRATIS

KAN

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN + IN HOLLAND

As can be seen in
Sheraton's
Coffee Shop



Jewelers



KAN

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN + IN HOLLAND

Sea Wolf Automatic
Divers' watch



Jewelers

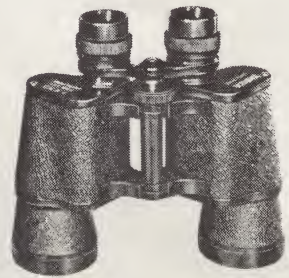


KAN

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN + IN HOLLAND



YASHICA binoculars



Jewelers



Bonbini - Welcome - Bienvenidos

*Our staff will gladly assist you
with all possible information
and suggestions to make your
stay in Aruba a most pleasant
and enjoyable vacation.*

*Al desearles una estadía muy
placentera en esta isla, nos
ponemos a sus órdenes para
asistirles en la mejor forma
posible.*

Aruba TOURIST BUREAU

TEL. 3777



welcome, bienvenido, "bon bini" to Aruba MARISKA'S BOOKSTORE

We have for you, postcards, postage stamps and a mailing service. Also American magazines, English paperbacks, Aruba souvenirs and for stamp collectors we have all the stamps that you miss in your collection.



SHOP TALK

Dear Visitor, we would like to give you all sorts of clues to help plan your shopping. Cameras, watches, perfume, liquor, china..... These are just a few of the luxury items that Aruba's fine shops stock at practically free port prices. Price tags usually are marked in Netherlands Antilles Florins, but merchants readily accept U.S. currency. The official rate of exchange is 1.85 Florins to 1 U.S. Dollar. Most merchants give visitors an extra bargain by figuring the exchange on a flat 2-for-1 basis. Haggling is not an accepted custom in Aruba. Stores are open from 8—12 noon and 1.30 (2)—6 p.m. Monday thru Saturday.

At the head of the Nassaustraat, the town's mainstreet, you face MARISKA'S BOOKSTORE. Here you'll find the largest assortment of postcards, slides, color films, of Aruba's finest spots and postage stamps to mail your letters and cards to all your friends (the mailing service is completely free of charge). Directly across the street is FANNY'S. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystal, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American Express Credit Cards are accepted. Next block is LEO BERLINSKI's jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags. Just in front of the taxi-stand you'll find ARUBA PEASANT SHOP, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also Pringle cashmere sweaters, "Kislav" gloves and Imperial linens from Madeira. Across the street is ARUBA TRADING COMPANY. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane. And don't forget to visit PHOTO EL GLOBO, annex to ARUBA TRADING, with their large selection of photographic equipment of world famous brand names. In the mainstreet the carillon and the lovely showcase displays

identify

SPRITZER+FUHRMANN

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply

VISIT

FANNY'S

Mainstreet No. 7

Aruba - N.A.



for an extensive selection in :

- ★ FRENCH PERFUMES and Atomizers
- ★ French Beaded Bags and gents underwear
- ★ Swiss Watches
- ★ English Bone China and Steware
- ★ Ballantyne, Lyle & Scott Cashmeres
- ★ Embroidered Linen & Blouses
- ★ Sport Knit & Swimwear from Europe
- ★ Canon Cameras & Binoculars
- ★ Gold & Silver Charms
- ★ Pipes from England, France, Denmark, Austria & Switzerland
- ★ Souvenirs & Gifts etc. etc.

Member of: Diner's Club, American Express and Carte Blanche.

LEO BERLINSKI

Jeweler

Oranjestad

San Nicolas

ARUBA, N.A.

Our selection of beautiful exclusive designed Gold and Silver jewelry is worth your admiration.

Visit our Jewelry Stores and convince yourself.

World famous makes in Swiss watches, like

"GIRARD PERREGAUX"

Exquisite China, Crystal, Novelties and Gifts for all occasions.

Quality is our guarantee!

cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, Eterna, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. SPRITZER & FUHRMANN has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. It is interesting to know SPRITZER & FUHRMANN was three times winner of the Diamonds International Award and recently has been appointed Jewelers to Her Majesty the Queen of the Netherlands. The optical department "Optica Moderna" is located in front of Spritzer. From Spritzer's „Optica Moderna" we stroll toward PALAIS ORIENTAL, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "Harpoon". Your next stop is SHALIMAR PALACE. They offer you leather goods, perfumes, cosmetics, fine shoes from all over the world, beaded sweaters, pure silk sarees, ladies dresses from many countries, and many more. Next block (behind No. 1 Store) we find LA VENEZOLANA, your best bet for fine men's wear. We continue our tour in the main street. A courteous "bon bini" awaits you at JEWELRY OLGA VASQUEZ for jewelry, watches and emerald and leather bags from Colombia. Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of HONG KONG RESTAURANT AND BAR, fully airconditioned. Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the CORAL STRAND HOTEL, "Talk of the Town Restaurant," for a drink at the terrace bar and a swim in the fresh water pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the TROCADERO. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties. On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the MANCHEBO BEACH HOTEL invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean. Last but not least, discovering the other end of the Island in the center of San Nicolas is the ASTORIA HOTEL. The open-air patio lovely decorated in Chinese style invites you to have your genuine Chinese food served under exotic tropical sky..... We hope you enjoy your stay in Aruba and say in Papiamentu "Ayo" which means "Goodbye" or "So long"!

HOTEL RESTAURANT

SAN MARCO



- The only restaurant in Curaçao with Genuine Italian Dishes such as: Canelloni - Pizza - Lasagna - Veal Scalopine - Scampi
- Airconditioned restaurant
- Two minutes walking distance from the famous Pontoon bridge.
- Situated in the middle of the shopping center.
- RATES: SINGLE \$ 9.45
DOUBLE \$ 12.20
TRIPLE \$ 14.85

HOTEL RESTAURANT (Italian) SAN MARCO
CURAÇAO - NETH. ANTILLES - TEL. 12880

For Your Shopping We Recommend RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

MARISKA BOOKSTORE *

FANNY'S

LEO BERLINSKI *

ARUBA PEASANT SoOP

CASA HAIME

ARUBA TRADING COMPANY - PHOTO EL GLOBO *

NEW HONG KONG STORE

SPRITZER + FUHRMANN

CASA DEL MIMBRE

PALAIS ORIENTAL

JEWELER CH. VAN EER

SHALIMAR PALACE

KAN JEWELERS *

LA VENEZOLANA

JOYERIA & RELOJERIA OLGA VASQUEZ

DE WIT BOOKSTORE *

LA BONANZA

VALEN GIFT SHOP (Airport - Aeropuerto)

San Nicolas:

EPSY'S LADIES' WEAR

RED BOOKSTORE

LEO BERLINSKI *

NANDWANT'S

SPRITZER + FUHRMANN *

ARUBA POST *

PALAIS ORIENTAL

FANNY'S

* Closed on Monday morning. Cerradas lunes en la mañana.

FOR RENT private modern couzy corner bungalow in Oranjestad at walking distance from shopping center.

- comfortable bedroom combined with couzy living room
- kitchenette
- terrace and lovely garden
- airo
- T.V.

Rates: Summer double \$ 12.00

Winter double \$ 15.00

Call: E. I. Irausquin, Tel. 8058, Hooiberg 26B, Aruba





Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver JEWELRY from all over Europe.

Knitwear from Italy.

Silk Saris and Dresses.

Favre Leuba - SWISS WATCHES.

All the wellknown FRENCH PERFUMES

Savinelli and Dunhill PIPES.

Dutch-Tweka Bathing Suits.

Madeira Embroidered tablecloths.

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



NOTE

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For further information contact:

ARUBA INFORMATION CENTER

NEW YORK: 609 Fifth Avenue, New York 10017,
Phone: 355-2740

PUERTO RICO: 804 Ponce de Leon Ave.
Miramar, Phone: 725-6700

CANADA: 1405 Bishop Street, Montreal, Quebec.
Phone: VI 5-0292

ARUBA: ARUBA TOURIST BUREAU, Oranjestad,
Aruba, Netherlands Antilles, Phone: 3777,

or your travel agent.

CASA DEL MIMBRE

PHONE 2430 - NASSAUSTR. 38 - ORANJESTAD

- Colombian Arts & Crafts
 - Haitian Wooden Wares & Crafts
 - 100% Woollen Ponchos (Ruanas)
 - Straw Hats & Hand Bags
 - Souvenirs & Gifts

Mail Orders accepted

U.S. Customs Duties

Important: Because customs regulations were created primarily for importers of articles for resale, they are highly, complex and voluminous. Therefore none of the duty rates listed below should be considered absolute by the individual traveler. They have been gathered to serve as a general guide only. Some articles have no duty charge. Others such as clocks, are dutiable under more than one rate. It should also be remembered that customs authorities take "wear and tear" into consideration on items like wearing apparel if they have already been worn by the returning traveler. Per cent charges listed are on value of article - ad valorem.

Cameras, still, over \$ 10	13%
8 mm. motion, over \$ 50	10½%
China, bone	31%
Crystal	24%
Diamonds, cut but not set	
not over ½ carat	7%
over ½ carat	9%
Jewelry, gold	21½%
Leather handbags	18%
Pearls, loose or temporarily strung	
cultured 4%; natural	2%
Perfume	14,4 c lb. + 13%
Silk knits (as wearing apparel)	20%
Sterling flatware	7 c each + 15½%
Wood carvings	15%

TROCADERO

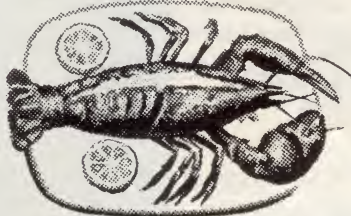
open from 10 a.m. to 2 a.m. (in the morning)

COCKTAIL LOUNGE

Airco. terrace - Diningroom overlooking the schooner harbor

SEA FOOD ■ Curry dishes
Steaks ■ Chinese dishes

Phone 1756



Jorge Camara, Manager

Basi Rutí Beach Hotel

ON THE BEACH

at walking distance from the two biggest hotels on the island

INTERNATIONAL CUISINE:

Specialized in Italian dishes such as
CANELLONI ■ PIZZA ■ LASAGNA
VEAL SCALOPINE ■ SCAMPI

Beach Bar Phone 2222

Aruba



Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches. Aruba time is 1 hour ahead of Eastern Standard Time and 4 hours earlier than G.M.T.

THE PEOPLE AND THEIR LANGUAGES

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities (total population 59,000) living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamentu. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamentu, Dutch, Spanish and English.

WORLD WIDE



LICENSEE

No doubling back with HERTZ IN ARUBA
RENT IT HERE, LEAVE IT THERE.

Pick up your Valiant or other fine car from any HERTZ office with no additional charge HERTZ puts you in the driver's seat

Cable: HERTZCARS ARUBA

Phone 2714

Watersports



The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.



Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.



Boats and equipment are for rent. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

FOR MORE INFORMATION SEE

De Palm's
SIGHTSEEING *Tours*

Aruba Sheraton Hotel & Casino, Phone 3600



- 5 Choices in island tours
- Transfer service to and from airport or shipside

BASI RUTI BEACH HOTEL

INFORMAL

ARUBA, NETH. ANTILLES

THIS VERY ATTRACTIVE RESORT BEACH HOTEL IS LOCATED ON THE PALM BEACH. ALL RECREATIONAL FACILITIES AVAILABLE AS WELL AS A UNIQUE OCEAN VIEW RESTAURANT.

THE ROYAL FAMILY HAS STAYED HERE ON THEIR VISITS TO ARUBA.



MAIN ENTRANCE VIEW

Dine in Our Informal
Open Terrace.
International Cuisine
Beach Bar

ITALIAN SPECIALITIES

VEAL PARMIGIANA

LASAGNA

SCAMPI = PIZZA

CANELLONI



BEACH AND SEA VIEW FROM TERRACE

ALL ROOMS AIRC. = 500FT. PRIVATE BEACH
LOCKERS AVAILABLE = WATER SPORTS = SAILING

LOCAL CIVIC CLUBS



KIWANIS - Dinner meeting at Coral Strand Hotel every Monday at 7:30 p.m.



LIONS - Dinner meeting at Trocadero Restaurant every first and 3rd Wednesday at 8:00 p.m.



ROTARY - Dinner meeting at Trocadero Restaurant every Monday at 6:45 p.m.



TOASTMASTERS - Dinner meeting at Trocadero Restaurant every third Tuesday at 7:30 p.m.



JAYCEES - Dinner meeting at Coral Strand Hotel every second Thursday at 8:00 p.m.

Alliance Française: For information call 7215

Y'S MEN CLUB: For information call 5303.

MASONIC LODGES

Lodge "El Sol Naciente" Longfellowstraat 3, Oranjestad
 Secr.: tel. 1818
 King Solomon's Lodge Savaneta 123 B
 Secr.: tel. 5619
 Lodge "Hiram 102" Pos Chiquito
 Secr.: tel. 5431
 ROSICRUCIAN ARUBA CHAPTER, AMORC.
 Savaneta 202. For info call 3263.
 Meetings: every Thursday evening

PUBLIC LIBRARY

Free lending to tourists of books in English, Spanish, Dutch; o.a. books on Aruba and other Caribbean islands.
 Open: Monday thru Friday from 7:30-12 a.m. and 2-5:30 p.m. (Tuesdays and Fridays till 8:45 p.m.).
 For information phone 1580 or make a personal call at 6 Wilhelminastraat, Oranjestad or (only during afternoon hours) at the Government Building in San Nicolas (opposite Post Office).



BUS SCHEDULE - LINEAS DE AUTOBUSES PALM BEACH (HOTELS)/ORANJESTAD

	Oranjestad To (a)	Oranjestad From (de)
Fare fl. 0,30 (\$0.20)		
Bus stand for RETURN located at Tourist Bureau, Oranjestad	7.55 a.m.	7.40 a.m.
Parada de buses frente a la Oficina de Turismo, Oranjestad.	9.50 a.m.	9.35 a.m.
	12.05 p.m.	11.50 a.m.
	2.10 p.m.	1.50 p.m.
	4.05 p.m.	3.45 p.m.
	6.05 p.m.	5.50 p.m.



ENTERTAINMENT

ARUBA CARIBBEAN HOTEL-CASINO:
 Klompen Klub - Bali Bar
 ARUBA-SHERATON HOTEL & CASINO:
 Rembrandt Room (Supper Club)
 Club Diablo
 DE OLDE MOLEN
 MANCHEBO BEACH HOTEL
 Andicouri Lounge
 Vespucci sunken pool bar
 CORAL STRAND HOTEL "Talk of the Town Restaurant"
 HOTEL "THE CACTUS INN":
 Kadushi Cave

THE DIVI DIVI HOTEL CORPORATION N. V.



*Invites you to participate
 in the ownership of*

THE DIVI DIVI BEACH HOTEL

*now under construction at Manchebo point
 Oranjestad Aruba.*

FOR DETAILS
 CALL OR WRITE

INVESTMENT DEPARTMENT
 HOLLANDSCHE BANK-UNIE N.V.

NASSAUSTRAT 92 - ORANJESTAD - ARUBA - PHONE 1200

新香港商店

New Hong Kong Store

Opposite Hotel Central - Oranjestad

新香港商店

- GIFTS
- EMBROIDERIES
- TOYS
- CHINA WARE
- CLOTHING
- Artistic LAMPS
- UTENSILS
- Children's Wear

All kinds of Hong Kong and Taiwan
(Free China) goods



- BASI RUTI BEACH HOTEL
- ARUBA CARIBBEAN HOTEL
- ARUBA-SHERATON HOTEL
- OLDE MOLEN
- MANCHEBO BEACH HOTEL
- "TALK OF THE TOWN RESTAURANT" CORAL STRAND HOTEL
- TROCADERO RESTAURANT
- BALI RESTAURANT
- HOTEL CACTUS INN
- HONG KONG RESTAURANT
- HOTEL NASSAU
- ANTONIO'S COFFEE SHOP & RESTAURANT
- HOTEL CENTRAL
- MANDARIN RESTAURANT
- ESSO CLUB (SAN NICOLAS)
- HOTEL ASTORIA (SAN NICOLAS)

HOTELS

- ARUBA-SHERATON HOTEL & CASINO (Resort Hotel)
202 rooms.
- ARUBA CARIBBEAN HOTEL-CASINO (Resort Hotel)
200 rooms, 20 cabanas.
- BASI RUTI BEACH HOTEL (Resort Hotel) - 15 rooms
- HOLIDAY INN HOTEL (under construction)
- MANCHEBO BEACH HOTEL (Resort/Commercial Hotel)
48 rooms.
- DIVI-DIVI BEACH HOTEL (under construction)
- CORAL STRAND HOTEL (Resort/Commercial Hotel)
28 rooms.
- HOTEL CENTRAL (Commercial Hotel) - 25 rooms
- CACTUS INN (Commercial Hotel) - 21 rooms
- NASSAU HOTEL (Commercial Hotel) - 11 rooms
- HOTEL CAPITAL (Commercial Hotel)
- ASTORIA HOTEL (Commercial Hotel) San Nicolas
10 rooms.

The ARUBA FILM LIGA is a private membership club. Visitors are always welcome when introduced by a member at the nominal fee of F. 1.00.

On Sundays at 8:30 p.m. Cultural Center Theatre (air-conditioned) in Oranjestad:

JANUARY 12 — "STIMULANTIA" - Sweden - 8 sketches.

FEBRUARY 9 — "THE INTIMATE STRANGER" by Joseph Losey.

MARCH 9 — "LES CRÉATURES" by Agnes Varda.



Aruba-Sheraton Hotel & Casino

All rooms with ocean view



Featuring :

- ★ REMBRANDT ROOM (SUPPER CLUB) with top entertainment. International cuisine.
- ★ CLUB DIABLO, the swingingest cocktail lounge in town with entertainment and dance music until 2 a.m.
- ★ THE ARAWAK COFFEE HOUSE open until 3 a.m. Informal atmosphere.

TEL.: 3600 - 3900



DE WIT STORES N.V.

ARUBA

For Souvenirs:

DELFT BLUE

ROYAL DUTCH PEWTER

ARUBA CARIBBEAN HOTEL, Palm Beach

and

Mainstreet - Oranjestad

CASA HAIME

NASSAUSTRAT

ORANJESTAD

Wide variety of

- Beach wear
- Sweaters
- Mallorca Pearls
- Shifts and dresses
- Bags
- Souvenirs items

*Friendly service - Background music
Fully airconditioned*



CATHOLIC SERVICES SUNDAY MASSES -

SERVICIOS DOMINICALES EN LAS IGLESIAS CATOLICAS

Oranjestad: 6:30 a.m.; 8:30 a.m.; 12:00 a.m.; 5:00 p.m.; 7:00 p.m.

Noord: 5:30 a.m.; 7:00 a.m.; 8:30 a.m.; 6:00 p.m.

Tanki Leendert - Monte Calvario Chapel: 8:00 a.m.

San Nicolas: 5:30 a.m.; 7:00 a.m.; 8:30 a.m.; 5:00 p.m.

San Nicolas - Emmanuel Chapel: 7:30 a.m.; 6:00 p.m.

PROTESTANT CHURCH - MISA PROTESTANTE

Oranjestad: Sunday at 9:00 a.m.; Domingo a las 9:00 a.m.

BETH ISRAEL SYNAGOGUE - SINAGOGA ISRAELITA

Oranjestad: Friday at 8:00 p.m.; Viernes a las 8:00 p.m.

COMMUNITY CHURCH

Seroe Colorado: Sunday at 11:00 a.m. (in English)

METHODIST CHURCH

San Nicolas: 9:00 a.m.; 7:30 p.m.

Brasil: 11:00 a.m.; 7:30 p.m.

Oranjestad: 11:00 a.m.



*35 feet luxury yacht "GINA"
expertly conducted by the owner
Captain Colina.*

Bali Pier

Phones: 1456 - 2131



Hong Kong Bar & Restaurant



AIRCONDITIONED

THE MEETING PLACE FOR :

★ CONTINENTAL CUISINE

★ CHOICEST WINES

COCKTAIL LOUNGE

★ CHINESE DISHES

COURTEOUS SERVICE !

COZY ATMOSPHERE

A. Lacle Boulevard No. 19

Phone No. 2966



“ BONBINI ” TO ARUBA

from

DEWAR'S
“White Label”
SCOTCH WHISKY

it never varies



CHARLANDO SOBRE LAS TIENDAS

Amigos visitantes: Quisiera ante todo saludarles con la cordial bienvenida del nativo, !Bon Bini;; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad.

Empecemos por visitar a FANNY'S SHOP, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chalets, perfumes y tallas balinesas e hindús en madera y en marfil.

En la misma acera nos queda la JOYERIA DE LEO BERLINSKI, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

En la próximo puerta está ARUBA PEASANT SHOP, que le ofrece sweters, bordados, guantes "Kislav", fina lencería de Madeira, pipas en gran variedad, también encontrará Ud. bellisimos objetos de arte de Méjico y preciosas muñecas del país.

Salimos y al frente está la ARUBA TRADING COMPANY, con su anexo PHOTO EL GLOBO. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. Los caballeros encontrarán desde calzado hasta sombreros y trajes para todas las ocasiones, artículos de tocador que Ud. prefiera, licores y cigarrillos; todo de bien reputadas marcas. Sin ningún costo adicional la ARUBA TRADING le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado.

Capítulo aparte merece PHOTO EL GLOBO, especializándose en cámaras y equipo fotográfico, grabadores de cinta magnetofónica, telescopios, radios y televisores en miniatura — de lo más pequeño hasta lo más grande y técnico en esta línea lo podrá Ud. encontrar en PHOTO EL GLOBO.

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Un poquitito más adelante atraerán su atención las alegres notas de un carillón; se trata del carillón de SPRITZER AND FUHRMANN, esa famosa joyería de la que ya habrá oído hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que SPRITZER AND FUHRMANN, siguiendo la antigua tradición de las mejores joyerías del mundo, posee sus propios orfebres y diseñadores, verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philippe y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de SPRITZER AND FUHRMANN son honradas en su tienda de Nueva York, cita en la 5 East 57th Street.

Frente a Spritzer & Fuhrmann está PALAIS ORIENTAL. Todos los esplendores del Oriente se despliegan ante nosotros en esta tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de Africa; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de sándalo, de rosas, de jazmines; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain..... No se olvide de solicitar el famoso reloj suizo "Harpoon".

Enfrente nos queda el SHALIMAR PALACE. Aquí se ofrecen perfumes, cosméticos de Helena Rubinstein y Lancôme, carteras de noche, calzado de todos los países del globo, trajes para damas llegados desde los E.U., Francia, Italia, Alemania, Dinamarca, Finlandia e Inglaterra y saris de pura seda.

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ida) tienen un sitio ideal en la piscina y el bar del CORAL STRAND HOTEL, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el CORAL STRAND HOTEL "Talk of the Town Restaurant", un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el HONG KONG RESTAURANT & BAR, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga; Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

Si su apetito le pide pastas, diríjase en taxi hasta el BASI RUTI HOTEL especializado en platos italianos. Si quiere disfrutar del paisaje marino diríjase al TROCADERO y ordene un plato a base de mariscos, que son la especialidad de este restorán.

Pero la hora avanza y hemos de proseguir con nuestras compras.

En el próximo bloque (donde está el No. 1 Store) los caballeros no querrán perderse una vista a LA VENEZOLANA, de reputada fama por sus artículos finos para caballeros.

Otra vez en la calle principal entraremos en la JOYERIA Y RELOJERIA OLGA VASQUEZ. Su dueña nos atenderá personalmente con ese donde gentes que la caracteriza; ella misma, probablemente, nos dirá de las varias casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro macizo y esmeraldas de Colombia.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al famoso "Vespucci Bar" del MANCHEBO BEACH HOTEL, situado en la hermosa playa blanca. Aquí también Ud. puede gozar de los deportes acuáticos o bolas criollas.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos; ¡Que hayan disfrutado de nuestra jira de compras;

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SAN NICOLAS

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Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

La unidad monetario de Aruba es el florín de las Antillas Neerlandesas, símbolo del cual es Fl. o F. El tipo de cambio vigente es de F. 1,85 al dólar de los Estados Unidos o F. 0,42 al bolivar venezolano para cheques de viajeros. Muchos comerciantes hacen el tipo de cambio más atractivo, dando 2 florines por dólar americano cuando Ud. hace sus compras. El florín tiene 100 centavos. Monedas de plata de 5, 10 y 25 centavos, 1 florín y 2½ florines; las de cobre son de 1 y 2½ centavos. Las monedas de 5 centavos son muy populares como souvenir, pues son cuadradas. Hay billetes de banco en denominación de 2½, 5, 10, 25, 100, 250 y 500 florines.

La capital de Aruba es **ORANJESTAD**, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Noruega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweters de Cachemira, sedas, azule-

jos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación su pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados inúmeros barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías.

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Junto al mar, muy cerca del puerto, está el bien cuidado **PARQUE WILHELMINA**, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el **DIVI DIVI**, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el aloe, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de **PALM BEACH** e **EAGLE BEACH** que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

Un distintivo del paisaje arubano es el **HOOIBERG** (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son **ANDICURI** y **DOS PLAYAS**; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las

apacibles arenas de la ensenada.

Sumamente interesante es el **PUENTE NATURAL** obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a **BOCA DRUIF**, que es una gruta junto a las dunas de **BOCA PRINS**.

El **CUNUCU**, que quiere decir campo en papiamento, está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en **AYO** y **CASIBARI** donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En **AYO Ud.** puede explorarlas internándose por intrincados laberintos. En **CASIBARI** está la **BOCA DEL DRAGON**, que es una curiosa formación favorita de los fotógrafos.

Los que estén interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de **FONTEIN** y de **CANASHITO**, y en las rocas de **ARIKOK** y **AYO**.

Los espeleólogos hallarán un reto en las grutas de **QUADARIKIRI** y **HULIBA**.

Otro sitio de interés es la iglesia y el cementerio de **SANTA ANA**. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el **CASTILLO DE LOS PIRATAS** en **BUSHIRIBANA**, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En **BALASHI** están las ruinas de otra mina de oro.

La **LAGUNA ESPAÑOLA** recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el **FRENCHMAN'S PASS** o sea **PASO DEL FRANCÉS** fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

Al otro lado de la Isla está situado **SAN NICOLAS**, construido alrededor de la refinería petrolera, donde varios almacenes de Oranjestad tienen sucursales para la conveniencia de los que desembarcan en la parte oriental de Aruba.



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Shopping at Spritzer & Fuhrmann.

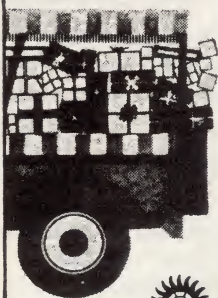
We admit that visitors to our island paradise seem to enjoy swimming, sailing and sun-bathing. But a visit to Spritzer and Fuhrmann still tops everybody's list of "things to do."

What's the secret of such popularity?

Values. Superb values in Continental jewelry. Fine watches. Unusual objets d'art. In exquisite china, crystal and sterling. Combined with the taste, service and dependability that is Spritzer and Fuhrmann's alone.

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Discover why shopping at our stores is even more than a popular sport. It's a pleasure.



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2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Gifts to friends and relatives in the U.S. up to \$10

each are allowed in an UNLIMITED NUMBER provided the addresses does not receive other gift parcels exceeding the \$10 limitation on the same day. This is in addition to the \$100 exemption. Not included in this privilege are gifts of liquor and tobacco whereas perfume at less than one dollar is allowed. On these gifts NO declaration is required and NO tax will be levied.

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